

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Attorney Docket No. 03-380)

In the Application of:)	
)	
Scott Rosenberg et al.)	
)	
Serial No.: 09/978,144)	Art Unit: 3622
)	
Filed: October 15, 2001)	Examiner: Jeffrey D. Carlson
)	
Title: Method and System for)	Confirmation No. 4095
Dynamic Ad Placement)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION MAILED JULY 17, 2007

Dear Sir:

In response to the Office Action mailed July 17, 2007, Applicant provides the following claim amendments and remarks.

Claim amendments begin on page 2.

Remarks begin on page 16.

Payment of Fees - The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 13-2490.